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NEWS FOR:

Downtown Center Business Improvement District,
Downtown Los Angeles

MEDIA CONTACTS:

Kim Macy/John Halloran/
Natalie Weiner
310.821-5300
x222/231/236
kmacy@macyinc.com

DOWNTOWN GROUP WANTS TECH COMPANIES TO “GET URBAN” AND JOIN THE RENAISSANCE

New program will showcase next-generation workspaces and highlight office versatility of Downtown

(Los Angeles, CA – March 12, 2015) – The Downtown Center Business Improvement District (DCBID) is launching a new multi-faceted office leasing program, ‘GET URBAN,’ designed to attract tech and other creative industry companies looking for non-traditional office space.

After years of exponential residential growth, followed by burgeoning retail and entertainment development, Downtown’s office market is expected to boom as creative industries look for amenity-rich locations.

“GET URBAN brings the vibrant, urban experience to employers and shows them how to capitalize on Downtown’s incredible momentum to attract and retain their workforces by offering great workspaces in a thriving urban environment” said Carol E. Schatz, president and CEO of the DCBID.

Tech and creative industry workers are already coming to downtown for the residential, recreational, culinary and cultural opportunities available here.

“As we enter the next phase of the Downtown Los Angeles Renaissance, it is the perfect time for employers to make the move to downtown,” said Schatz.

The GET URBAN program works with real estate brokers and companies looking to move or expand. It includes tours of downtown properties, electronic outreach, targeted events and an ‘On The Road’ presentation series that is designed to bring the Downtown experience to brokers and prospective tenants in surrounding markets.

The GET URBAN monthly tours begin on March 26th and will continue on the fourth Thursday of each month. Each guided tour includes a walk-through of three or four of downtown’s distinctively innovative office environments, a highlight tour of the newest dining, entertainment and retail venues, and concludes with a Workplace Showcase reception. The reception will feature a brief presentation and discussion of how the downtown environment has enhanced their business through talent recruitment, transit options, and cultural and community amenities.

Scheduled from 2:00p – 5:00p, the tours are complimentary but reservations are required. Go to downtownla.com/GetUrban to reserve a space.



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GET URBAN INTRODUCTORY TOUR: March 26th**

- One Cal Plaza – 355 S. Grand Ave., 40th floor (26,000SF)
- US Bank Tower – 633 W. Fifth St., OUE (7,000SF)
- 818 Plaza, 818 W. 7th St., Arquitectonica (12,000SF)
- **Showcase and Reception:** CBRE Global Headquarters, 400 S. Hope Street.

**Attendees to this inaugural tour are invited to stay for the Get Urban Launch Cocktail and Hors d'Oeuvres Reception from 5 – 7PM.

In addition to the monthly tours, the DCBID will take the GET URBAN program to surrounding markets with the semi-annual On the Road presentations. While final dates have yet to be determined, the On the Road panel discussions will feature Downtown leaders and innovative creative/tech tenants discussing and highlighting the diverse urban community of Downtown and how it is the ideal destination for all types of businesses.

ABOUT THE DOWNTOWN CENTER BUSINESS IMPROVEMENT DISTRICT (DCBID)

The Downtown Center Business Improvement District (DCBID) has been the catalyst in Downtown Los Angeles' transformation into a vibrant 24/7 neighborhood. A coalition of approximately 1,700 property owners in the central business district, the DCBID members are united in their commitment to enhance the quality of life in Downtown Los Angeles. Bounded by the Harbor Freeway to the west, First Street to the north, Main and Hill streets to the east, and Olympic Boulevard to the south, the organization helps the 65-block central business district achieve its full potential as a great place to live, work, and play. For more than 16 years, the DCBID's programs and initiatives have been the driving force behind the Downtown Los Angeles Renaissance. Now universally recognized as one of the nation's most dynamic urban centers, downtown Los Angeles was recently heralded as 'The Next Great American City' by GQ Magazine and listed as number 5 in The New York Times' '52 Places to Go in 2014'.

For more information, visit www.downtownla.com.